

Applicants : Gregory S. Marczak et al  
Serial No. : 09/899,591  
Page No. : 2

### CLAIMS

1. (currently amended) A process for modifying a continuous web of aluminum comprising:

providing a continuous, unanodized web of aluminum including a first side and a second side;

anodizing the ~~[first side]~~ web to create an anodic layer on each of the first side and the second side;

sealing the anodic layer; and

~~[selectively etching with]~~ advancing the web over a roller, the roller at least partially submersed in a composition comprising sodium hydroxide~~[-the first side to dissolve]~~, wherein the roller transfers the composition to and selectively etches the first side, but not the second side, wherein the composition dissolves a first portion of the anodic layer on the first side and thereby ~~[roughen]~~ roughens a remaining portion of the anodic layer created during said anodizing on the first side, ~~[but not etching]~~ wherein the anodic layer on the second side remains undissolved by the composition.

2. (cancelled)

3. (currently amended) The process of claim 1 ~~[comprising preventing the etching composition from contacting and etching the second side by applying fluids against the second side]~~ wherein the web remains unsubmerged in the composition as the web is advanced over the roller.

Applicants : Gregory S. Marczak et al  
Serial No. : 09/899,591  
Page No. : 3

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4. (currently amended) The process of claim 1 [~~comprising preventing the etching composition from contacting and etching the second side by masking the second side with a film or sheet~~] wherein only the first side of the web contacts the roller as the composition is transferred from the roller to the first side.

5. (cancelled)

6. (currently amended) The process of claim 1 [~~wherein the etching composition is applied to the first side by an application technique selected from cascading, misting, spraying, dipping, rolling, and brushing~~] comprising coloring the first side and second side before said advancing step.

7. (currently amended) The process of claim 1 wherein the etching composition [~~morphs~~] dissolves the anodic layer so that the anodic layer includes a bonding layer of about 4-10 nanometers in depth.

8. (currently amended) The process of claim 1 wherein said sealing is performed before [~~before~~] said [~~selective etching~~] advancing.

9. (previously presented) The process of claim 1 wherein the etching composition is sodium hydroxide of about 0.1 molar to about 0.5 molar.

10. (original) The process of claim 9 wherein the first side is exposed to the etching composition for about 20 to about 60 seconds.

11.- 12. (cancelled)

13. (currently amended) A process for modifying an aluminum article comprising:

Applicants : Gregory S. Marczak et al  
Serial No. : 09/899,591  
Page No. : 4

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anodizing an aluminum article to produce ~~[at least one surface]~~ first and second surfaces, each including an anodic layer;

sealing the anodic layer of the ~~[surface]~~ first and second surfaces;

~~[applying]~~ advancing the aluminum article over a roller so that the roller contacts the aluminum article and so that an etching composition comprising sodium hydroxide is applied from the roller to the ~~[at least one]~~ first surface to remove a portion of the anodic layer from only the first surface, thereby creating a plurality of protrusions to improve the adhesive strength of the surface;

preventing the etching composition from etching ~~[at least one other]~~ the second surface of the article by maintaining the second surface out of contact from the roller.

14. (currently amended) The process of claim 13 comprising coloring the at least one surface before said ~~[applying]~~ advancing step.

15. (currently amended) The process of claim 13 wherein the ~~[etching composition is applied to the at least one surface with application techniques selected from cascading, misting, spraying, rolling, brushing and dipping]~~ roller is partially submerged in the composition during the advancing step.

16. (currently amended) The process of claim 13 wherein the article is unsubmerged in the etching composition ~~[is prevented from contacting and etching the at least one other surface by masking the other surface with a film or sheet]~~ during the advancing step.

17. (currently amended) The process of claim ~~[13]~~ 14 wherein the second side remains uncontacted by the etching composition ~~[is prevented from contacting and etching the at least~~

Applicants : Gregory S. Marczak et al  
Serial No. : 09/899,591  
Page No. : 5

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~~one other surface by shielding the other surface with a member positioned adjacent other surface]~~  
during the advancing step.

18.-19. (cancelled)

20. (original) The process of claim 13 wherein the aluminum article is a structure selected from a web and a sheet.

21. (cancelled)

22. (currently amended) The process of claim 20 wherein after said advancing step, the  
~~[aluminum article includes a decorative side and a back side, the decorative side covered with a~~  
~~film and wherein the aluminum article is dipped in etching composition to apply the etching~~  
~~composition to the back side]~~ first side has the property of cohesive bond failure at about 30 to  
about 60 pounds per square inch in a tensile pull tester operating with a crosshead speed of 10  
inches per minute, and the second side includes a colored, decorative finish.

23. (currently amended) A process for modifying unanodized aluminum sheets or webs comprising:

providing an aluminum sheet or web;

anodizing the aluminum sheet or web to produce a first anodized surface and a second anodized surface, each including an anodic layer;

sealing the anodic layer; ~~and~~

~~[administering]~~ advancing the aluminum sheet or web over a roller so that the  
roller contacts the sheet or web, the roller at least partially submerged in a caustic solution  
comprising sodium hydroxide; and

Applicants : Gregory S. Marczak et al  
Serial No. : 09/899,591  
Page No. : 6

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administering the caustic solution to the first anodized surface, but not the second anodized surface, with the roller to dissolve the anodic layer of the first anodized surface a pre-selected amount and to create a plurality of protrusions extending from the remaining anodic layer so that the protrusions and the remaining anodic layer provide an adhesion surface, wherein the aluminum sheet or web remains unsubmerged in the caustic solution so that the caustic solution cannot contact the second anodized surface.

24.-25. (cancelled)

26. (previously presented) The process of claim 23 comprising coloring the first anodized surface before said administering step.

27. (original) The process of claim 26 wherein the caustic solution is applied at a temperature ranging from about 60°F to about 212°F.

28. (original) The process of claim 26 wherein the caustic solution is applied at a temperature range from about 100°F to about 200°F.

29. (cancelled)

30. (original) The process of claim 23 wherein the caustic solution is prevented from contacting the second anodized surface by administering a fluid over the second anodized surface.

31. (original) The process of claim 23 wherein the caustic solution is prevented from contacting the second anodized surface by positioning a shield adjacent the second anodized surface as the caustic solution is applied to the first anodized surface.

Applicants : Gregory S. Marczak et al  
Serial No. : 09/899,591  
Page No. : 7

32. (original) The process of claim 23 wherein the first anodized surface is exposed to the caustic solution for about 20 to about 60 seconds.

33-51. (cancelled)